



## MINUTES

### FLAGSTAFF CONVENTION AND VISITORS BUREAU TOURISM COMMISSION

September 22, 2020 – 1:30 p.m.

[Join Teams Meeting](#)



In compliance with the Americans with Disabilities Act, if you need assistance to participate in this meeting, please contact Carrie Nelson at 928-213-2919 (or 774-5281 TDD). Notification at least 48 hours in advance will enable the City to make reasonable arrangements.

#### A. CALL TO ORDER

The meeting was called to order by Vice-Chair Madeksza at 1:31 p.m.

#### B. ROLL CALL:

Lynda Fleischer, Chair, [absent, excused](#)  
Terry Madeksza, Vice-Chair, [present](#)  
Steve Finch, [present](#)  
Jennifer Grogan, [present](#)

Joe O'Donnell, [present](#)  
Jennifer Rolley, [present](#)  
Chris Verrill, [present](#)

*As a reminder, if you are carrying a cell phone, computer, two-way radio, or other sound device, we ask that you turn it off at this time to minimize disruption to today's meeting.*

#### C. LOCAL CHECK-IN

- Commissioner Finch - None
- Commissioner Grogan - None
- Commissioner O'Donnell - None
- Commissioner Rolley – Seeing downtown businesses busier than normal. Thanks, DBA, for new downtown beautification.
- Commissioner Verrill – Good news about downtown. Performing Arts: Harkins has reopened with 25% capacity. Flagstaff Shakespeare opened with an outdoor drive-thru performance, and The Orpheum that they soft opened in their parking lot.
- Vice-Chair Madeksza – The DBA has partnered with the Flagstaff Arts Council to help showcase and grow Artwalk and First Friday. Galleries are coming up with creative ways to do this, and a soft launch of Artwalk and First Friday in October. The DBA will not host the Trick-or-Treat Halloween this year but will come up with other ideas for the downtown businesses.

#### D. PUBLIC PARTICIPATION

*The Arizona Open Meeting Law prohibits the Commission from discussing or taking action on an item which is not listed on the prepared agenda. Commissioners may, however, respond to criticism made by those addressing the Commission, ask staff to review a matter, or ask that a matter be placed on a future agenda. Each public comment is limited to **three** minutes.*

[None.](#)

#### E. APPROVAL OF MINUTES

A. August 25, 2020

#### MOTION:

Commissioner Finch made a motion to approve the minutes from the August 25, 2020 meeting; Commissioner O'Donnell seconded the motion. Motion approved by unanimous vote.

#### B. DISCUSSION

A. Airport Update, Barney Helmick, Airport Director and Adam Miele, Project Manager

Mr. Barney Helmick, Airport Director updated that the Airport Parking Lot expansion was needed, and Mr. Miele has been working on plans to build the secondary lot.

The plan includes 398 parking spaces in the plan but may need to double the spaces due to the Airport Master Plan. After the parking lot is completed, may implement a paid parking system. A gate is system is being considered but staff will explore all options. A Snow Removal Equipment Building is also being built to store snow removal equipment with office and storage spaces.

#### Questions/Comments:

Commissioner O'Donnell – asked if during the winter, that there are any covered walkways in the plan? Not at this time, may review later. How about the Gang Plank? Looking at a long-range plan to major changes to the terminal.

Mr. Helmick shared information on Enplanements. Enplanement numbers started dropping in March 2020 with April 2020 being the worst month in Airline history worldwide. Please get the word out that the Airlines are doing thorough cleaning and sanitizing of all aircraft. Airfares prices are low now, and to encourage flights. Airlines are asking for rent abatements for Airline tenants and will bring to the Council. This will relieve under the CARES Act.

### **H. REPORTS**

#### **A. Attractions Visitation Report - Heather Craig, Lowell Observatory**

Heather Craig, Marketing Specialist, Lowell Observatory presented the August 2020 Attractions Visitation Report. Received Bearizona's numbers and they are doing well due to being an outdoor attraction. The Arboretum did well on their first virtual event. Lowell is opening slowly with Premium Access experiences for families.

#### **B. Director & Staff**

Staff gave monthly reports for August 2020 for Administration, Marketing & Creative, Social Media, Public Relations, Meetings & Events, and the Visitor Services.

#### Questions/Comments:

Commissioner Verrill asked about the *PR Metrics Report* and why is it "wonderful" during these weird times? Meg answered that people are craving to hear about locations with wonderful weather and landscapes, and people are drawn to mountain towns that are considered safe and want to read and hear about it. What percentage is Lowell interest? Lowell has a large percentage and will look at her reports to answer your question.

### **I. AGENDA ITEMS AND TIME/DATE FOR UPCOMING MEETINGS**

A Reminder to register for *2021 Virtual Industry Forecast* on Tuesday, September 29, 2020 - at 1:00 p.m. Sign up and register at [www.azlta.com](http://www.azlta.com).

Next meeting date:

- October 27, 2020

### **J. ADJOURNMENT**

The meeting adjourned at 2:54 p.m.